



BSN eyes RM3b SSP deposits

REPORT ON **B2**

Bank Simpanan Nasional business support chief executive Ahmad Latfan Mohd Amran

BSN sees RM3b in total deposits for SSP by June

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KUALA LUMPUR: Bank Simpanan Nasional (BSN) is confident of raking in RM3 billion in total deposits for its Premium Savings Certificate (SSP) programme by June next year from RM2.91 billion currently.

Its chief executive of business support, Ahmad Latfan Mohd Amran, said its performance would be driven by rising participation of youth aged between 12 and 23.

“As of December 27 this year, BSN recorded a net rise of RM174 million, bringing total deposits for SSP to RM2.91 billion,” he said after a prize-giving ceremony for BSN’s SSP special, monthly, local and weekly draws in Petaling Jaya yesterday.

“We are confident that the push towards the RM3 billion mark by middle of next year will be driven by the youth. In fact we have seen an increase of 39 per cent in this seg-

ment this year compared with nine per cent last year.

“We are encouraged by this improvement and we hope this performance will be sustained all the way through 2016,” he added.

The BSN SSP deposit programme was founded 37 years ago and has adopted the lucky draw system in order to attract and retain depositors.

The bank spent RM18 million last year on investments for the lucky draw gifts that include a BMW520i, BMW 320i, Mercedes E200 and Mercedes C200 and RM1 million in cash.

Next year, BSN will allocate the same amount, but has added a new category called the “Junior Draw”, targeting teenagers and youths.

The bank has 9.1 million customers who contribute a total of RM13.8 billion in retail deposits as of last month.



Deputy Finance Minister **Datuk Johari Abdul Ghani** (second from right) with (from left) BSN senior vice-president/head (retail & community business) **Datuk Mearia Hamzah**, business support chief executive **Ahmad Latfan Mohd Amran**, BSN SSP draw winners **Gunavathy Arumugam** and **Chan Kok Khin** and BSN chairman **Tan Sri Abu Bakar Abdullah** in Petaling Jaya yesterday. Pic by Zulfadhli Zulkifli